

Amendments to the claims:

This listing of the claims will replace all prior versions and listings of the claims in the application:

Listing of the Claims:

1. (Original) A method of operating a pharmacy Interactive Voice Response (IVR) system comprising:
 - answering a telephone call from a caller;
 - accepting identification of a pharmaceutical prescription from the caller;
 - querying at least one database using predefined criteria based on the identification of a pharmaceutical prescription to identify a targeted message; and
 - playing the targeted message to the caller.
2. (Original) A method according to Claim 1 wherein the playing is followed by:
 - executing a refill call flow for the pharmaceutical prescription.
3. (Original) A method according to Claim 1:
 - wherein the querying comprises querying at least one database using the predefined criteria based on the identification of a pharmaceutical prescription to identify a series of targeted messages; and
 - wherein the playing comprises playing a succeeding one of the series of targeted messages to the caller in response to receipt of a caller response to a preceding one of the series of targeted messages.
4. (Original) A method according to Claim 1 further comprising:
 - receiving a caller response to the targeted message.
5. (Original) A method according to Claim 4 further comprising:

logging the caller response.

6. (Original) A method according to Claim 4 further comprising:
instructing the pharmacy to perform an action in response to the caller response to the targeted message.

7. (Original) A method according to Claim 1 wherein the predefined criteria based on the identification of a pharmaceutical prescription comprise age of a patient who is using the pharmaceutical prescription, gender of the patient, medication of the pharmaceutical prescription, last fill date of the pharmaceutical prescription, days supply on last fill of the pharmaceutical prescription, original fill date of the pharmaceutical prescription, disease state of the patient, physician of the patient and/or other promotions in effect.

8. (Original) A method according to Claim 1 wherein the predefined criteria based on the identification of a pharmaceutical prescription do not include a personal identification of a patient who is using the pharmaceutical prescription.

9. (Original) A method according to Claim 1 wherein the predefined criteria based on the identification of a pharmaceutical prescription comprise age of the patient, gender of the patient, medication of the pharmaceutical prescription, last fill date of the pharmaceutical prescription, days supply on last fill of the pharmaceutical prescription, original fill date of the pharmaceutical prescription, disease state of the patient, physician of the patient and/or other promotions in effect, but do not include a personal identification of a patient who is using the pharmaceutical prescription.

10. (Currently Amended) ~~A method according to Claim 1~~ A method of operating a pharmacy Interactive Voice Response (IVR) system comprising:
answering a telephone call from a caller;
accepting identification of a pharmaceutical prescription from the caller;

querying at least one database using predefined criteria based on the identification of a pharmaceutical prescription to identify a targeted message; and

playing the targeted message to the caller. wherein the querying comprises:

querying at least one database using age of a patient who is using the pharmaceutical prescription, gender of the patient, medication of the pharmaceutical prescription, last fill date of the pharmaceutical prescription, days supply on last fill of the pharmaceutical prescription, original fill date of the pharmaceutical prescription, disease state of the patient, physician of the patient and/or other promotions in effect, based on the identification of a pharmaceutical prescription; and

identifying a targeted message that corresponds to the age of the patient, gender of the patient, medication of the pharmaceutical prescription, last fill date of the pharmaceutical prescription, days supply on last fill of the pharmaceutical prescription, original fill date of the pharmaceutical prescription, disease state of the patient, physician of the patient and/or other promotions in effect.

11. (Original) A method according to Claim 1 wherein the targeted message comprises an educational message concerning the pharmaceutical prescription, a message that indicates alternative medications that may be substituted for the pharmaceutical prescription, a message that identifies other items that may be desired and/or a message that solicits participation in a study related to the pharmaceutical prescription.

12. (Original) A method according to Claim 1 wherein the querying comprises querying at least one database using the predefined criteria based on the identification of the pharmaceutical prescription to identify an educational targeted message concerning the pharmaceutical prescription.

13. (original) A method according to Claim 1 wherein the querying comprises:
querying at least one database using predefined criteria of last fill date and days supply on last fill date based on the identification of a pharmaceutical prescription; and

identifying an educational targeted message that reminds the caller how to use the pharmaceutical prescription if the last fill date is less than a first threshold and the days supply on last fill date is greater than a second threshold.

14. (Original) A method according to Claim 1 wherein the querying comprises:
querying at least one database using predefined criteria of last fill date and days supply on last fill date based on the identification of a pharmaceutical prescription; and
identifying a targeted message that indicates alternative medications that may be substituted for the pharmaceutical prescription if the last fill date is less than a first threshold and the days supply on last fill date exceeds a second threshold.

15. (Original) A method according to Claim 1 wherein the querying comprises:
querying at least one database using predefined criteria of age, gender, last fill date and days supply on last fill date based on the identification of a pharmaceutical prescription; and
identifying a targeted message that indicates other items that may be desired if the gender is female, the age exceeds a first threshold, last fill date is less than a second threshold and days supply on last fill date exceed a third threshold.

16. (Original) A method according to Claim 1 wherein the querying comprises:
querying at least one database using a predefined criterion of age of a patient who is using the pharmaceutical prescription based on the identification of a pharmaceutical prescription; and
identifying a targeted message that that solicits participation of the patient in a study related to the pharmaceutical prescription if the age of the patient qualifies the patient to participate in the study related to the pharmaceutical prescription.

17. (Original) A method according to Claim 16 further comprising:
providing additional targeted messages to allow the patient to participate in the study

if the patient agrees to participate.

18. (Original) A method according to Claim 1 wherein the querying comprises:
querying at least one pharmacy dispensing system database using the identification of
the pharmaceutical prescription to identify the predetermined criteria; and
querying at least one message database using the predetermined criteria to identify a
targeted message.

19. (Original) A method according to Claim 1 wherein the identification of a
pharmaceutical prescription is an Rx number.

20. (Original) A method for operating a pharmacy Interactive Voice Response
(IVR) system in response to a telephone call by a caller to the pharmacy IVR system
comprising:

identifying a targeted message for playing to the caller using predefined criteria that
are based on an identification of a pharmaceutical prescription by the caller.

21. (Original) A method according to Claim 20 further comprising:
playing the targeted message to the caller.

22. (Original) A method according to Claim 21 wherein the playing is followed
by:
executing a refill call flow for the pharmaceutical prescription.

23. (Original) A method according to Claim 20 wherein the identifying
comprises:
identifying a series of targeted messages for playing to the caller using predefined
criteria that are based on an identification of a pharmaceutical prescription by the caller.

24. (Original) A method according to Claim 21 further comprising:
receiving a caller response to the targeted message.

25. (Original) A method according to Claim 24 further comprising:
logging the caller response.

26. (Original) A method according to Claim 24 further comprising:
instructing the pharmacy to perform an action in response to the caller response to the
targeted message.

27. (Original) A method according to Claim 20 wherein the predefined criteria
that are based on the identification of a pharmaceutical prescription comprise age of a patient
who is using the pharmaceutical prescription, gender of the patient, medication of the
pharmaceutical prescription, last fill date of the pharmaceutical prescription, days supply on
last fill of the pharmaceutical prescription, original fill date of the pharmaceutical
prescription, disease state of the patient, physician of the patient and/or other promotions in
effect.

28. (Original) A method according to Claim 20 wherein the predefined criteria
that are based on the identification of a pharmaceutical prescription do not include a personal
identification of a patient who is using the pharmaceutical prescription.

29. (Original) A method according to Claim 20 wherein the predefined criteria
that are based on the identification of a pharmaceutical prescription comprise age of a patient
who is using the pharmaceutical prescription, gender of the patient, medication of the
pharmaceutical prescription, last fill date of the pharmaceutical prescription, days supply on
last fill of the pharmaceutical prescription, original fill date of the pharmaceutical
prescription, disease state of the patient, physician of the patient and/or other promotions in
effect, but do not include a personal identification of a patient who is using the

pharmaceutical prescription.

30. (Currently Amended) ~~A method according to Claim 20~~ A method for operating a pharmacy Interactive Voice Response (IVR) system in response to a telephone call by a caller to the pharmacy IVR system comprising:

identifying a targeted message for playing to the caller using predefined criteria that are based on an identification of a pharmaceutical prescription by the caller, wherein the identifying comprises:

querying at least one database using age of a patient who is using the pharmaceutical prescription, gender of the patient, medication of the pharmaceutical prescription, last fill date of the pharmaceutical prescription, days supply on last fill of the pharmaceutical prescription, original fill date of the pharmaceutical prescription, disease state of the patient, physician of the patient and/or other promotions in effect, based on the identification of a pharmaceutical prescription; and

identifying a targeted message that corresponds to the age of the patient, gender of the patient, medication of the pharmaceutical prescription, last fill date of the pharmaceutical prescription, days supply on last fill of the pharmaceutical prescription, original fill date of the pharmaceutical prescription, disease state of the patient, physician of the patient and/or other promotions in effect.

31. (Original) A method according to Claim 20 wherein the targeted message comprises an educational message concerning the pharmaceutical prescription, a message that indicates alternative medications that may be substituted for the pharmaceutical prescription, a message that identifies other items that may be desired and/or a message that solicits participation in a study related to the pharmaceutical prescription.

32. (Original) A method according to Claim 20 wherein the identifying comprises querying at least one database using the predefined criteria that are based on the identification of the pharmaceutical prescription to identify an educational targeted message concerning the

pharmaceutical prescription.

33. (Original) A method according to Claim 20 wherein the identifying comprises:

querying at least one database using predefined criteria of last fill date and days supply on last fill date that are based on the identification of a pharmaceutical prescription; and
identifying an educational targeted message that reminds the caller how to use the pharmaceutical prescription if the last fill date is less than a first threshold and the days supply on last fill date is greater than a second threshold.

34. (Original) A method according to Claim 20 wherein the identifying comprises:

querying at least one database using predefined criteria of last fill date and days supply on last fill date that are based on the identification of a pharmaceutical prescription; and
identifying a targeted message that indicates alternative medications that may be substituted for the pharmaceutical prescription if the last fill date is less than a first threshold and the days supply on last fill date exceeds a second threshold.

35. (Original) A method according to Claim 20 wherein the identifying comprises:

querying at least one database using predefined criteria of age, gender, last fill date and days supply on last fill date that are based on the identification of a pharmaceutical prescription; and
identifying a targeted message that indicates other items that may be desired if the gender is female, the age exceeds a first threshold, last fill date is less than a second threshold and days supply on last fill date exceed a third threshold.

36. (Original) A method according to Claim 20 wherein the identifying comprises:

querying at least one database using a predefined criterion of a patient who is using the pharmaceutical prescription that is based on the identification of a pharmaceutical prescription; and

identifying a targeted message that solicits participation of the patient in a study related to the pharmaceutical prescription if the age of the patient qualifies the patient to participate in the study related to the pharmaceutical prescription.

37. (Original) A method according to Claim 36 further comprising:
providing additional targeted messages to allow the patient to participate in the study if the patient agrees to participate.

38. (Original) A method according to Claim 20 wherein the identifying comprises:
querying at least one pharmacy dispensing system database using the identification of the pharmaceutical prescription to identify the predetermined criteria; and
querying at least one message database using the predetermined criteria to identify a targeted message.

39. (Original) A method according to Claim 20 wherein the identification of a pharmaceutical prescription is an Rx number.

40. (Original) A system for operating a pharmacy Interactive Voice Response (IVR) system comprising:
at least one database; and
a module that is configured to query the at least one database using predefined criteria based on an identification of a pharmaceutical prescription from a telephone caller to the pharmacy IVR system, to identify a targeted message based on the predefined criteria and to provide the targeted message to the pharmacy IVR system for playing to the caller.

41. (Original) A system according to Claim 40 wherein the pharmacy (IVR) system is configured to answer a telephone call from a caller, accept identification of the pharmaceutical prescription from the caller and play the targeted message to the caller.

42. (Original) A system according to Claim 41 wherein the pharmacy IVR system is further configured to execute a refill call flow for the pharmaceutical prescription.

43. (Original) A system according to Claim 40 wherein the module is configured to query the at least one database using the predefined criteria based on the identification of a pharmaceutical prescription to identify a series of targeted messages and to provide a succeeding one of the series of targeted messages to the pharmacy IVR system in response to receipt of a caller response to a preceding one of the series of targeted messages from the pharmacy IVR system.

44. (Original) A system according to Claim 40 wherein the pharmacy IVR system is further configured to receive a caller response to the targeted message.

45. (Original) A system according to Claim 44 wherein the pharmacy IVR system is further configured to log the caller response.

46. (Original) A system according to Claim 44 wherein the module is further configured to instruct the pharmacy IVR system to perform an action in response to the caller response to the targeted message.

47. (Original) A system according to Claim 40 wherein the predefined criteria based on the identification of a pharmaceutical prescription comprise age of a patient who is using the pharmaceutical prescription, gender of the patient, medication of the pharmaceutical prescription, last fill date of the pharmaceutical prescription, days supply on last fill of the pharmaceutical prescription, original fill date of the pharmaceutical prescription, disease state

of the patient, physician of the patient and/or other promotions in effect.

48. (Original) A system according to Claim 40 wherein the predefined criteria based on the identification of a pharmaceutical prescription do not include a personal identification of a patient who is using the pharmaceutical prescription.

49. (Original) A system according to Claim 40 wherein the predefined criteria based on the identification of a pharmaceutical prescription comprise age of a patient who is using the pharmaceutical prescription, gender of the patient, medication of the pharmaceutical prescription, last fill date of the pharmaceutical prescription, days supply on last fill of the pharmaceutical prescription, original fill date of the pharmaceutical prescription, disease state of the patient, physician of the patient and/or other promotions in effect, but do not include a personal identification of a patient who is using the pharmaceutical prescription.

50. (Currently Amended) ~~A system according to Claim 40~~ A system for operating a pharmacy Interactive Voice Response (IVR) system comprising:

at least one database; and

a module that is configured to query the at least one database using predefined criteria based on an identification of a pharmaceutical prescription from a telephone caller to the pharmacy IVR system, to identify a targeted message based on the predefined criteria and to provide the targeted message to the pharmacy IVR system for playing to the caller, wherein the module is further configured to query by performing the following:

querying the at least one database using age of a patient who is using the pharmaceutical prescription, gender of the patient, medication of the pharmaceutical prescription, last fill date of the pharmaceutical prescription, days supply on last fill of the pharmaceutical prescription, original fill date of the pharmaceutical prescription, disease state of the patient, physician of the patient and/or other promotions in effect, based on the identification of a pharmaceutical prescription; and

identifying a targeted message that corresponds to the age of the patient, gender of the

patient, medication of the pharmaceutical prescription, last fill date of the pharmaceutical prescription, days supply on last fill of the pharmaceutical prescription, original fill date of the pharmaceutical prescription, disease state of the patient, physician of the patient and/or other promotions in effect.

51. (Original) A system according to Claim 40 wherein the targeted message comprises an educational message concerning the pharmaceutical prescription, a message that indicates alternative medications that may be substituted for the pharmaceutical prescription, a message that identifies other items that may be desired by the patient and/or a message that solicits participation in a study related to the pharmaceutical prescription.

52. (Original) A system according to Claim 40 wherein the module is configured to query by querying at least one database using the predefined criteria based on the identification of the pharmaceutical prescription to identify an educational targeted message related to the pharmaceutical prescription.

53. (Original) A system according to Claim 40 wherein the module is configured to query by performing the following:

querying at least one database using predefined criteria of last fill date and days supply on last fill date based on the identification of a pharmaceutical prescription; and

identifying an educational targeted message that reminds the caller how to use the pharmaceutical prescription if the last fill date is less than a first threshold and the days supply on last fill date is greater than a second threshold.

54. (Original) A system according to Claim 40 wherein the module is configured to query by performing the following:

querying at least one database using predefined criteria of last fill date and days supply on last fill date based on the identification of a pharmaceutical prescription; and

identifying a targeted message that indicates alternative medications that may be

substituted for the pharmaceutical prescription if the last fill date is less than a first threshold and the days supply on last fill date exceeds a second threshold.

55. (Original) A system according to Claim 40 wherein the module is configured to query by performing the following:

querying at least one database using predefined criteria of age, gender, last fill date and days supply on last fill date based on the identification of a pharmaceutical prescription; and

identifying a targeted message that indicates other items that may be desired if the gender is female, the age exceeds a first threshold, last fill date is less than a second threshold and days supply on last fill date exceed a third threshold.

56. (Original) A system according to Claim 40 wherein the module is configured to query by performing the following:

querying at least one database using a predefined criterion of age of a patient who is using the pharmaceutical prescription based on the identification of a pharmaceutical prescription; and

identifying a targeted message that solicits participation of the patient in a study related to the pharmaceutical prescription if the age of the patient qualifies the patient to participate in the study related to the pharmaceutical prescription.

57. (Original) A system according to Claim 56 wherein the module is further configured to provide additional targeted messages to allow the patient to participate in the study if the patient agrees to participate.

58. (Original) A system according to Claim 40 wherein the at least one database comprises at least one pharmacy dispensing system database and at least one message database, and wherein the module is further configured to query by performing the following:

querying the at least one pharmacy dispensing system database using the identification

of the pharmaceutical prescription to identify the predetermined criteria; and
querying the at least one message database using the predetermined criteria to identify
a targeted message.

59. (Original) A system according to Claim 40 wherein the identification of a
pharmaceutical prescription is an Rx number.

60. (Original) A computer program product is configured to operate a pharmacy
Interactive Voice Response (IVR) system in response to a telephone call by a caller to the
pharmacy IVR system, the computer program product comprising a computer usable storage
medium having computer-readable program code embodied in the medium, the computer-
readable program code comprising:

computer-readable program code that is configured to identify a targeted message for
playing to the caller using predefined criteria that are based on an identification of a
pharmaceutical prescription by the caller.

61. (Original) A computer program product according to Claim 60 wherein the
computer-readable program code that is configured to identify comprises:

computer-readable program code that is configured to identify a series of targeted
messages for playing to the caller using predefined criteria that are based on an identification
of a pharmaceutical prescription by the caller.

62. (Original) A computer program product according to Claim 60 wherein the
predefined criteria based on the identification of a pharmaceutical prescription comprise age
of a patient who is using the pharmaceutical prescription, gender of the patient, medication of
the pharmaceutical prescription, last fill date of the pharmaceutical prescription, days supply
on last fill of the pharmaceutical prescription, original fill date of the pharmaceutical
prescription, disease state of the patient, physician of the patient and/or other promotions in
effect.

63. (Original) A computer program product according to Claim 60 wherein the predefined criteria that are based on the identification of a pharmaceutical prescription do not include a personal identification of a patient who is using the pharmaceutical prescription.

64. (Original) A computer program product according to Claim 60 wherein the predefined criteria that are based on the identification of a pharmaceutical prescription comprise age of a patient who is using the pharmaceutical prescription, gender of the patient, medication of the pharmaceutical prescription, last fill date of the pharmaceutical prescription, days supply on last fill of the pharmaceutical prescription, original fill date of the pharmaceutical prescription, disease state of the patient, physician of the patient and/or other promotions in effect, but do not include a personal identification of a patient who is using the pharmaceutical prescription.

65. (Currently Amended) ~~A computer program product according to Claim 60~~ A computer program product is configured to operate a pharmacy Interactive Voice Response (IVR) system in response to a telephone call by a caller to the pharmacy IVR system, the computer program product comprising a computer usable storage medium having computer-readable program code embodied in the medium, the computer-readable program code comprising:

computer-readable program code that is configured to identify a targeted message for playing to the caller using predefined criteria that are based on an identification of a pharmaceutical prescription by the caller, wherein the computer-readable program code that is configured to identify comprises:

computer-readable program code that is configured to query at least one database using age of a patient who is using the pharmaceutical prescription, gender of the patient, medication of the pharmaceutical prescription, last fill date of the pharmaceutical prescription, days supply on last fill of the pharmaceutical prescription, original fill date of the pharmaceutical prescription, disease state of the patient, physician of the patient and/or

other promotions in effect, based on the identification of a pharmaceutical prescription; and
computer-readable program code that is configured to identify a targeted message that corresponds to the age of the patient, gender of the patient, medication of the pharmaceutical prescription, last fill date of the pharmaceutical prescription, days supply on last fill of the pharmaceutical prescription, original fill date of the pharmaceutical prescription, disease state of the patient, physician of the patient and/or other promotions in effect.

66. (Original) A computer program product according to Claim 60 wherein the targeted message comprises an educational message concerning the pharmaceutical prescription, a message that indicates alternative medications that may be substituted for the pharmaceutical prescription, a message that identifies other items that may be desired and/or a message that solicits participation in a study related to the pharmaceutical prescription.

67. (Original) A computer program product according to Claim 60 wherein the computer-readable program code that is configured to identify comprises computer-readable program code that is configured to query at least one database using the predefined criteria that are based on the identification of the pharmaceutical prescription to identify an educational targeted message related to the pharmaceutical prescription.

68. (Original) A computer program product according to Claim 60 wherein the computer-readable program code that is configured to identify comprises:

computer-readable program code that is configured to query at least one database using predefined criteria of last fill date and days supply on last fill date that are based on the identification of a pharmaceutical prescription; and

computer-readable program code that is configured to identify an educational targeted message that reminds the caller how to use the pharmaceutical prescription if the last fill date is less than a first threshold and the days supply on last fill date is greater than a second threshold.

69. (Original) A computer program product according to Claim 60 wherein the computer-readable program code that is configured to identify comprises:

computer-readable program code that is configured to query at least one database using predefined criteria of last fill date and days supply on last fill date that are based on the identification of a pharmaceutical prescription; and

computer-readable program code that is configured to identify a targeted message that indicates alternative medications that may be substituted for the pharmaceutical prescription if the last fill date is less than a first threshold and the days supply on last fill date exceeds a second threshold.

70. (Original) A computer program product according to Claim 60 wherein the computer-readable program code that is configured to identify comprises:

computer-readable program code that is configured to query at least one database using predefined criteria of age, gender, last fill date and days supply on last fill date that are based on the identification of a pharmaceutical prescription; and

computer-readable program code that is configured to identify a targeted message that indicates other items that may be desired if the gender is female, the age exceeds a first threshold, last fill date is less than a second threshold and days supply on last fill date exceed a third threshold.

71. (Original) A computer program product according to Claim 60 wherein the computer-readable program code that is configured to identify comprises:

computer-readable program code that is configured to query at least one database using a predefined criterion of age of a patient who is using the pharmaceutical prescription that is based on the identification of a pharmaceutical prescription; and

computer-readable program code that is configured to identify a targeted message that solicits participation of the patient in a study related to the pharmaceutical prescription if the age of the patient qualifies the patient to participate in the study related to the pharmaceutical prescription.

72. (Original) A computer program product according to Claim 71 further comprising:

computer-readable program code that is configured to provide additional targeted messages to allow the patient to participate in the study if the patient agrees to participate.

73. (Original) A computer program product according to Claim 60 wherein the computer-readable program code that is configured to identify comprises:

computer-readable program code that is configured to query at least one pharmacy dispensing system database using the identification of the pharmaceutical prescription to identify the predetermined criteria; and

computer-readable program code that is configured to query at least one message database using the predetermined criteria to identify a targeted message.

74. (Original) A pharmacy Interactive Voice Response (IVR) system comprising:
means for answering a telephone call from a caller;
means for accepting identification of a pharmaceutical prescription from the caller;
means for querying at least one database using predefined criteria based on the identification of a pharmaceutical prescription to identify a targeted message; and
means for playing the targeted message to the caller.

75. (Original) A system according to Claim 74:
wherein the means for querying comprises means for querying at least one database using the predefined criteria based on the identification of a pharmaceutical prescription to identify a series of targeted messages; and

wherein the means for playing comprises means for playing a succeeding one of the series of targeted messages to the caller in response to receipt of a caller response to a preceding one of the series of targeted messages.

76. (Original) A system according to Claim 74 wherein the predefined criteria based on the identification of a pharmaceutical prescription comprise age of a patient who is using the pharmaceutical prescription, gender of the patient, medication of the pharmaceutical prescription, last fill date of the pharmaceutical prescription, days supply on last fill of the pharmaceutical prescription, original fill date of the pharmaceutical prescription, disease state of the patient, physician of the patient and/or other promotions in effect.

77. (Original) A system according to Claim 74 wherein the predefined criteria based on the identification of a pharmaceutical prescription do not include a personal identification of a patient who is using the pharmaceutical prescription.

78. (Original) A system according to Claim 74 wherein the predefined criteria based on the identification of a pharmaceutical prescription comprise age of a patient who is using the pharmaceutical prescription, gender of the patient, medication of the pharmaceutical prescription, last fill date of the pharmaceutical prescription, days supply on last fill of the pharmaceutical prescription, original fill date of the pharmaceutical prescription, disease state of the patient, physician of the patient and/or other promotions in effect, but do not include a personal identification of a patient who is using the pharmaceutical prescription.

79. (Currently Amended) ~~A system according to Claim 74~~ A pharmacy Interactive Voice Response (IVR) system comprising:

means for answering a telephone call from a caller;

means for accepting identification of a pharmaceutical prescription from the caller;

means for querying at least one database using predefined criteria based on the identification of a pharmaceutical prescription to identify a targeted message; and

means for playing the targeted message to the caller. wherein the means for querying comprises:

means for querying at least one database using age of a patient who is using the pharmaceutical prescription, gender of the patient, medication of the pharmaceutical

prescription, last fill date of the pharmaceutical prescription, days supply on last fill of the pharmaceutical prescription, original fill date of the pharmaceutical prescription, disease state of the patient, physician of the patient and/or other promotions in effect, based on the identification of a pharmaceutical prescription; and

means for identifying a targeted message that corresponds to the age of the patient, gender of the patient, medication of the pharmaceutical prescription, last fill date of the pharmaceutical prescription, days supply on last fill of the pharmaceutical prescription, original fill date of the pharmaceutical prescription, disease state of the patient, physician of the patient and/or other promotions in effect.

80. (Original) A system according to Claim 74 wherein the targeted message comprises an educational message concerning the pharmaceutical prescription, a message that indicates alternative medications that may be substituted for the pharmaceutical prescription, a message that identifies other items that may be desired and/or a message that solicits participation in a study related to the pharmaceutical prescription.

81. (Original) A system according to Claim 74 wherein the means for querying comprises means for querying at least one database using the predefined criteria based on the identification of the pharmaceutical prescription to identify an educational targeted message related to the pharmaceutical prescription.

82. (Original) A system according to Claim 74 wherein the means for querying comprises:

means for querying at least one database using predefined criteria of last fill date and days supply on last fill date based on the identification of a pharmaceutical prescription; and

means for identifying an educational targeted message that reminds the caller how to use the pharmaceutical prescription if the last fill date is less than a first threshold and the days supply on last fill date is greater than a second threshold.

83. (Original) A system according to Claim 74 wherein the means for querying comprises:

means for querying at least one database using predefined criteria of last fill date and days supply on last fill date based on the identification of a pharmaceutical prescription; and

means for identifying a targeted message that indicates alternative medications that may be substituted for the pharmaceutical prescription if the last fill date is less than a first threshold and the days supply on last fill date exceeds a second threshold.

84. (Original) A system according to Claim 74 wherein the means for querying comprises:

means for querying at least one database using predefined criteria of age, gender, last fill date and days supply on last fill date based on the identification of a pharmaceutical prescription; and

means for identifying a targeted message that indicates other items that may be desired if the gender is female, the age exceeds a first threshold, last fill date is less than a second threshold and days supply on last fill date exceed a third threshold.

85. (Original) A system according to Claim 74 wherein the means for querying comprises:

means for querying at least one database using a predefined criterion of age of a patient who is using the pharmaceutical prescription based on the identification of a pharmaceutical prescription; and

means for identifying a targeted message that solicits participation of the caller in a study related to the pharmaceutical prescription if the age of the patient qualifies the patient to participate in the study related to the pharmaceutical prescription.

86. (Original) A system according to Claim 74 wherein the means for querying comprises:

means for querying at least one pharmacy dispensing system database using the

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identification of the pharmaceutical prescription to identify the predetermined criteria; and
means for querying at least one message database using the predetermined criteria to
identify a targeted message.